An Index of Industrial Distribution Articles

Here's a listing of articles that appeared from January through June 1953

SALES IDEAS

EVERYONE GETS INTO THE ACT.....JAN. '53 82
At least for 30-day sales campaigns

3-RING SHOP CLINICS BENEFIT EVERYBODY .....JAN. '53 86
Namely, customers, salesmen and the firm itself

ONE PICTURE SAYS MORE THAN 1000 WORDS .....JAN. '53 98
74-page catalog contains 800 pictures of stock items

PLANS ARE DRAFTED FOR A "SELLING SPREE" .....JAN. '53 102
"Wow Day" results in hundreds of orders

FACTORY POLLUTED STREAMS .....JAN. '53 110
Distributor performed community service which resulted in sales

SALES STIMULATOR CONTEST FEATURES 7000 ITEMS .....MAR. '53 88
Six-week campaign is open to all sales personnel

WHERE'S NEW BUSINESS COMING FROM?.MAY '53 88
U. S. Dept. of Commerce has new method of smokestack hunting

REGULAR PHONE DESKS TAKE MOST CALLS .....JUNE '53 84
But at this house, everyone's a phone salesman

AN URGENT CALL FROM A CUSTOMER....JUNE '53 92
Can be dealt with speedily via short wave radio

DRIVE-IN SERVICE .....JUNE '53 96
This eliminates the parking problem, provides quick service

SALES IDEAS FOR SALESMEN

TO SELL MORE—SEE MORE PEOPLE.....JAN. '53 100
Cartoon spread should urge you not to be an "Alibi Al"

FACTS THAT HELP SELL MOTORS.....JAN. '53 106
Information of value to every distributor salesman

WHEN RIVERBOATS SAIL—IT MEANS SALES .....JAN. '53 108
An "unusual industry" story where sails mean sales

CUSTOMERS' COST SAVING PLANS MEAN SALES .....FEB. '53 84
35% increase in efficiency resulted from this project

DESIGN—STOCK—FABRICATION .....FEB. '53 88
This 3-point program brought sales to a distributor

CUTLERY MAKING CAN INVOLVE WOODWORKING TOO .....FEB. '53 90
Familiarizing one's self with customers' operations can pay off

LOOKING AROUND THE PLANT.....FEB. '53 98
One look is worth a lot of speculation, regardless of size

GET YOUR CUSTOMER'S VIEW ON SELLING.FEB. '53 106
Find out what he expects from a salesman

HERE'S AN ORDER—AND HOW YOU GET IT .....MAR. '53 83
A sale usually originates in one of four situations

NEW PRODUCTS IS FOOT IN CUSTOMER'S DOOR .....MAR. '53 90
It's well worth the salesmanship and teamwork involved

LAST OF THE BUCKET SHOPS.....MAR. '53 105
Salesman has serviced this account for 41 years

GOOD CONNECTIONS LEAD TO SALES.....MAR. '53 110
Salesman uses know-how to fill hurry-up order

SUBSTITUTE PERSISTANCE FOR HIGH PRESSURE .....APR. '53 98
Buyers are more impressed by the former method

SALESMEN TRAIN THEMSELVES .....MAY '53 85
Weekly sessions show how to profit by experience of others

REMIND YOURSELF TO TALK—ABOUT SALES .....JUNE '53 82
Have a few "conversation pieces" close at hand

GET ORGANIZED .....JUNE '53 94
This is the prime step in taking over a new territory

WHAT PRODUCT INFORMATION HELPS A SALESMAN .....JUNE '53 104
Here's one salesman's theory on the subject

MAKE A FRIEND OF A CUSTOMER.....JUNE '53 106
Remembering birthdays is a novel idea that pays off in sales

IDEAS FOR MANAGEMENT

LESS RECORD KEEPING FOR SALESMEN....FEB. '53 86
Simplified, daily call reports list only two things

HERE'S A DISTRIBUTOR'S "CREDIT" LETTER .....FEB. '53 92
That gets "Thanks" from good accounts

MIAMI VACATION SPARKED ANNUAL SALES CONTEST .....FEB. '53 94
Here's the winning salesman's story

A WEEK WELL SPENT.....FEB. '53 110
There is great advantage to all in well-planned sales training

MAKING SALES MEETINGS PAY.....FEB. '53 112
Distributor-manufacturer cooperation brings best results

SATURDAY CLOSING .....MAR. '53 86
Each salesman works but one Saturday out of 6

NET PRICING: A CHANGE FOR THE BETTER .....MAR. '53 106
In this case, it cut many a corner on costs

SPEED COMES FIRST.....MAR. '53 108
Streamlining operations keeps 40,000 item inventory on the move

PIN-POINTING YOUR PROFITS.....APR. '53 102
With scatter charts, you can put your business "on the spot"

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SALES FIGURES AT YOUR FINGERTIPS ..... MAY '53 82
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NEAT, COMPLETE AND HANDY ..... MAY '53 84
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WHAT THE DISTRIBUTOR CAN DO ABOUT MARKET DEVELOPMENT ..... MAY '53 92
Detailed information on 5 steps in making a sale

GOOD EMPLOYEE RELATIONS HELP BUILD GOOD CUSTOMER RELATIONS ..... JUNE '53 86
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WHAT MAKES UP THE INDUSTRIAL TEAM? ..... JUNE '53 108
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AN IDEA TO COPY ..... JUNE '53 110
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CENTRAL STATES MEETING FEATURES CONFERENCES ON CURRENT PROBLEMS ..... JAN. '53 92
20th annual meeting attracted 800

250 ATTEND NEW ORLEANS MEETING ..... JAN. '53 104
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ADVERTISING AWARDS TO HIGHLIGHT CONVENTION ..... MAR. '53 92
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400 ATTEND CLEVELAND JOINT REGIONAL MEETING ..... APR. '53 100
"Plan to sell more" was the theme

YOUR 1953 CONVENTION REPORT ..... MAY '53 97
Pictorial and text coverage of the Miami Triple Industrial Supply Convention

YOUR 1953 CONVENTION REPORT ..... JUNE '53 99
Additional coverage of the Miami Triple Industrial Supply Convention

GENERAL

HAROLD YOUNG—CONSUL FOR BRAZIL ..... JAN. '53 85
Dallas distributor does dual service

CONFESSIONS OF A RECEPTIONIST ..... JAN. '53 91
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EDITORIAL INSPIRES READER RESPONSE ..... JAN. '53 96
Distributors and manufacturers comment on the October '52 editorial

"CIVIC ACTIVITY IS A DUTY" ..... FEB. '53 97
"Earmark time for activities" says Tonawanda manufacturer

THERE'S ALWAYS TIME FOR CIVIC ACTIVITIES ..... MAR. '53 82
Akron distributor's record proves that fact

ANNUAL SURVEY OF DISTRIBUTOR OPERATIONS—1952 ..... MAR. '53 97
Lower sales and inventories—more salesman and employees are noted

THE SALES MANAGER ..... MAY '53 90
Here are one sales manager's impressions of business today

HE MIXES CHARITY AND EDUCATION ..... JUNE '53 101
A Pittsburgh distributor is also a civic leader

THE DISTRIBUTOR'S ROLE IN AMERICAN ECONOMY ..... JUNE '53 102
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WHEN YOU JOIN A SHOW, GET IN AND MAKE IT GO ..... FEB. '53 102
Distributors set the pace for biennial exhibit

TELL THE TALE THROUGH TESTIMONIALS ..... FEB. '53 104
Give a new twist to an old idea

A NEW LETTERHEAD ..... MAY '53 96
It may give your company a new lease on life

LAYOUT AND DISPLAY

PLANT BUILT AROUND EFFICIENT LAYOUT ..... JAN. '53 88
Customer consulted distributor salesman before architect

THEY GAVE THEIR HOUSE THE JUKE BOX TREATMENT ..... FEB. '53 82
It resulted in increased sales, added prestige and improved employee relations

PUT YOUR DISPLAY IN THE CUSTOMER'S PATH ..... FEB. '53 96
Try such strategic spots as banks and railroad stations

INCREASE WAREHOUSE CAPACITY ..... FEB. '53 108
Materials handling equipment can solve this problem

STREAMLINE SHIPPING AND ELIMINATE ERRORS ..... MAR. '53 94
Well-planned room and homemade aids add to servicing of orders

MORE WORKING SPACE WITHOUT ADDED BUILDING ..... MAY '53 94
Obtained by rearranging and renovating existing rooms

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ANOTHER SALES CONTEST? ..... AUG. '53 92
A "gimmick" plus a good prize will result in sales

SALES SESSIONS THAT PAY OFF ..... AUG. '53 98
These are handled with ingenuity, planning and enthusiasm

THERE'S SOMETHING FOR ALL IN NEW SALES CAMPAIGN ..... OCT. '53 90
This year-long, double-purpose campaign paid off

GOOD EXAMPLE MEANS GOOD SALES WORK ..... OCT. '53 97
Sales manager believes in action as well as direction

"SELLING IN REVERSE" ..... OCT. '53 105
Builds good will for future selling opportunities

GIVE YOUR SALESMEN COOPERATION THEY CAN SEE AND USE ..... NOV. '53 84
Sales manager supplies his men with ammunition plus

3-D SALES TOOL ..... NOV. '53 93
Viewer with color slides is potent sales tool

SALES IDEAS FOR SALESMEN

SEE YOUR CUSTOMER MAKE HIS PRODUCT. JULY '53 82
Maximum sales result from that "something extra"

AFTER YOU GET THE ORDER—WHAT THEN? ..... JULY 53 94
Follow through and have a satisfied customer

GAIN SELLING CONFIDENCE—SEE PRODUCTS WORK ..... AUG. '53 86
Seeing is more than believing, in this case

NEWS MEANS SALES—BUT YOU MUST ACT. AUG. '53 88
Read your daily paper for profit as well as relaxation

MAINTENANCE SHOPS WITH A POTENTIAL.. AUG. '53 96
Troy salesman puts service first

YOU DON'T SELL A PRODUCT—YOU SELL RESULTS ..... AUG. '53 101
Pittsburgh house finds that selling results beget good results

NEED FOR SOUND SELLING FUNDAMENTALS DOESN'T CHANGE ..... AUG. '53 108
Alabama salesman's 35 years of experience bears this out

"BUT"—THE SALESMAN'S BIGGEST WORD ..... SEPT. '53 82
It's what follows the 3-letter word that counts

DON'T OVERLOOK THE OBVIOUS..... SEPT. '53 84
It's easy to do—and can lose you the sale

HOW TO TAKE UP SLACK IN SLOW SEASON. SEPT. '53 86
Here are four methods one salesman found successful

"I LIKE SPECIALIZED SELLING BECAUSE:" .. OCT. '53 98

"I LIKE GENERAL LINE SELLING BECAUSE:"
Each salesman speaks up—and well—for his choice

CUSTOMER'S BIGGEST GRIPE IS OFTEN HIDDEN ..... OCT. '53 104
It's sometimes hard to tell why a good account is lost

MAKE THE MOST OF THE SALE YOU LOST.. OCT. '53 106
Analyze reasons and take correction action

"I SELL SMALL ACCOUNTS" ..... NOV. '53 82
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A SCHEDULE IS FINE FOR REGULAR CALLS, BUT ..... NOV. '53 86
Try alloting one day each week for "the unusual"

COUNTRY SALESMAN IS BACK AS INDUSTRY MOVES ..... NOV. '53 98
Invasion of agricultural areas calls for some adjustments by supply salesmen

YOU CAN'T ALWAYS BELIEVE THE BUYER!. NOV. '53 102
Advice given by a university marketing professor

RECOVERY SELLING—IT'S HARD BUT HEALTHY ..... DEC. '53 82
Winning back lost customers is a challenge but results and satisfaction are worth it

SELL WITH SAMPLES ..... DEC. '53 92
Make every call different by featuring a product

NEVER WAIVE A SALES LEAD ..... DEC. '53 99
A research laboratory turned out to be a good customer for one salesman

FOLLOW A 3-POINT SELLING PLAN..... DEC. '53 100
It's increased the sales of one midwest salesman

THE SALESMAN WHO KNOWS HAS FEW WOES ..... DEC. '53 102
"Sell and serve" is one sales manager's motto

HOW TO WORK WITH MANUFACTURER'S SALESMAN ..... DEC. '53 106
Utilize the "team" on specific jobs only

PROMOTION

GET THE RIGHT LITERATURE TO THE RIGHT MAN..... AUG. '53 104
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SELLING CAREERS IN INDUSTRIAL SUPPLY FIELDS ..... OCT. '53 84
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INCREASE YOUR V-BELT SALES..... OCT. '53 110
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PUMPS: PRINCIPLES AND POTENTIALS..... NOV. '53 110
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Reception Room Replaces Counter Area ..... July '53 87
First impressions count—so this company put their best foot forward

Let Your Windows Sell the Industrial Buyer ..... Aug. '53 95
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Albany Distributor Completes Modern Warehouse ..... Aug. '53 101
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Building for Efficiency ..... Nov. '53 100
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A Patron of Education ..... July '53 96
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Vice-President in Shirt Sleeves ..... Aug. '53 91
Cincinnati distributor tackles repair jobs himself

A New Field for Public Service ..... Aug. '53 112
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"Give Them Opportunity" ..... Oct. '53 112
Georgia distributor improves education facilities for all

The Engineer and Sales Technique ..... Nov. '53 90
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They Hear Themselves as Others Hear Them ..... Nov. '53 97
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Advertising and Sales Promotion Report ..... Dec. '53 94
Nationwide survey on what distributors spend and what they expect to achieve

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Wanted: Delivery Dates ..... July '53 86
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Taking the Count with Ease ..... July '53 88
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Product Information Bulletins ..... July '53 90
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Revamping Paperwork? Get Opinion of Customers ..... July '53 92
Customers' ideas were studied before adoption of new invoice form

Distribution Today ..... July '53 97
A "Travelogue" on distributors' buildings and methods of operation

A 7-Part Form with 7 Advantages ..... Aug. 53 84
Two girls now turn out more work than four did

Easy-to-Use Inventory Files ..... Aug. '53 106
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Service from a Branch Warehouse ..... Aug. '53 110
Teletype machines are the answer

How to Supplement Your Warehouse Help ..... Sept. '53 88
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Placing and Tracing an Order the Easy Way ..... Oct. '53 82
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Extra Expediting Pays—If You're Organized for It ..... Oct. '53 92
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Phone Cost Analysis Led to Change ..... Oct. '53 94
Teletype system resulted in greater accuracy, fewer repeat calls

One Card Instead of Six ..... Oct. '53 102
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"Stock Control Takes People—Not Just Cards" ..... Oct. '53 108
Supply house uses "conference method" of stock control

Air Complaints and Clear the Air ..... Nov. '53 88
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Catalog Numbers Help Distributors and Customers ..... Nov. '53 92
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Net Price Billing from Perpetual Inventory Cards ..... Nov. '53 94
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The Case for Call Reports ..... Nov. '53 104
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How You Can De-commercialize Christmas Presents ..... Dec. '53 90
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Speedy Shipment of Orders ..... Dec. '53 108
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900 Attend Central States Meeting ..... Dec. '53 84
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Associations Begin Marketing Workshops ..... Dec. '53 104
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